

ORDER



Orders
Order / Rev: 711787 - 1
Alt Order #: 6305315
Product Desc: FL DEM/3 PACK
Estimate: 584
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 09/06/12 / 10/18/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Abar Hutton Media/ POL
Buying Contact:
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Florida Democratic Party
Demographic: A25-54
Product Codes: PL-State/Local,PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	43	\$9,410.00	\$7,998.50
10/29/12	10/29/12	6	\$1,230.00	\$1,045.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	43	\$9,410.00	\$7,998.50	0.00
November 2012	6	\$1,230.00	\$1,045.50	0.00
Totals	49	\$10,640.00	\$9,044.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTLV-TV	32%	\$10,640.00
Market	100%	\$33,250.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	7%	\$2,327.50
WCWJ	2%	\$665.00
WJXT	33%	\$10,972.50
WJXX	7%	\$2,327.50
WTEV	19%	\$6,317.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	10/23/12	10/26/12	5a-530a 5a-530a	CM	M-F 5a-530a	- T- TF- -	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- T- TF- -			3		\$200.00		0.00				
2	WTLV	10/23/12	10/29/12	530a-6a 530a-6a	CM	530a-6a	MTWT- - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWT- - -			4		\$200.00		0.00				
3	WTLV	10/25/12	10/29/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	M- - T- - -	:30	2	\$950.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 711787 - 1
 Alt Order #: 6305315
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Florida Democratic Party
 Product Desc: FL DEM/3 PACK
 Estimate: 584

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WTLV	10/25/12	10/29/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	M--T---	:30	2	\$950.00	P-1	0.00	NM	0	\$0.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/25/12 10/31/12 M--T--- 2 \$950.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 WTLV 10/25/12-10/31/12 M-F 6-7a 6a-7a (6:30 AM-7:00 AM) M--Th----- :30 (\$950.00) 0.00 NM Credited [CR]															
2 WTLV 10/25/12-10/31/12 M-F 6-7a 6a-7a (6:30 AM-7:00 AM) M--Th----- :30 (\$950.00) 0.00 NM Credited [CR]															
E 4	WTLV	10/23/12	10/29/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	MTWTF--	:30	5	\$800.00	P-1	0.00	NM	0	\$0.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/23/12 10/29/12 MTWTF-- 5 \$800.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 WTLV 10/23/12-10/29/12 Today Show 7a-9a (7:00 AM-8:00 AM) MTWThF--- :30 (\$800.00) 0.00 NM Credited															
2 WTLV 10/23/12-10/29/12 Today Show 7a-9a (7:00 AM-8:00 AM) MTWThF--- :30 (\$800.00) 0.00 NM Credited															
3 WTLV 10/23/12-10/29/12 Today Show 7a-9a (7:00 AM-8:00 AM) MTWThF--- :30 (\$800.00) 0.00 NM Credited															
4 WTLV 10/23/12-10/29/12 Today Show 7a-9a (7:00 AM-8:00 AM) MTWThF--- :30 (\$800.00) 0.00 NM Credited															
5 WTLV 10/23/12-10/29/12 Today Show 7a-9a (7:00 AM-8:00 AM) MTWThF--- :30 (\$800.00) 0.00 NM Credited															
E 5	WTLV	10/23/12	10/29/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	MT--T---	:30	3	\$875.00	P-1	0.00	NM	0	\$0.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/23/12 10/29/12 MT--T--- 3 \$875.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 WTLV 10/23/12-10/29/12 Today Show 7a-9a (8:00 AM-9:00 AM) MT--Th----- :30 (\$875.00) 0.00 NM Credited															
2 WTLV 10/23/12-10/29/12 Today Show 7a-9a (8:00 AM-9:00 AM) MT--Th----- :30 (\$875.00) 0.00 NM Credited															
3 WTLV 10/23/12-10/29/12 Today Show 7a-9a (8:00 AM-9:00 AM) MT--Th----- :30 (\$875.00) 0.00 NM Credited															
6	WTLV	10/23/12	10/29/12	Today Show II M-F 9-10am	CM	9a-10a	MTW--F--	:30	4	\$400.00	P-1	0.00	NM	4	\$1,600.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/23/12 10/29/12 MTW--F-- 4 \$400.00 0.00															
7	WTLV	10/23/12	10/29/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	MT--TF--	:30	4	\$325.00	P-1	0.00	NM	4	\$1,300.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/23/12 10/29/12 MT--TF-- 4 \$325.00 0.00															
8	WTLV	10/23/12	10/29/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	MTWTF--	:30	5	\$80.00	P-3	0.00	NM	5	\$400.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/23/12 10/29/12 MTWTF-- 5 \$80.00 0.00															
9	WTLV	10/23/12	10/29/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/23/12 10/29/12 MTWTF-- 5 \$100.00 0.00															
10	WTLV	10/23/12	10/29/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	MT--F--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/23/12 10/29/12 MT--F-- 3 \$125.00 0.00															
11	WTLV	10/23/12	10/26/12	M-F 3-4p Katie	CM	M-F 3p-4p	--TWTF--	:30	4	\$90.00	P-3	0.00	NM	4	\$360.00

Order / Rev: 711787 - 1
 Alt Order #: 6305315
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Florida Democratic Party
 Product Desc: FL DEM/3 PACK
 Estimate: 584

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
11	WTLV	10/23/12	10/26/12	M-F 3-4p Katie	CM	M-F 3p-4p	- TWTF - -	:30	4	\$90.00	P-3	0.00	NM	4	\$360.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
	Week:	10/22/12	10/28/12	- TWTF - -		4			\$90.00	0.00						
12	WTLV	10/23/12	10/26/12	M-F 4-5p Ellen	CM	M-F 4p-5p	- TWTF - -	:30	4	\$150.00	P-3	0.00	NM	4	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
	Week:	10/22/12	10/28/12	- TWTF - -		4			\$150.00	0.00						
13	WTLV	10/23/12	10/26/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	- TW- F - -	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
	Week:	10/22/12	10/28/12	- TW- F - -		3			\$225.00	0.00						
E 14	WTLV	10/24/12	10/26/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	- - W- F - -	:30	2	\$575.00	P-1	0.00	NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
	Week:	10/22/12	10/28/12	- - W- F - -		2			\$575.00	0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
	1	WTLV	10/22/12-10/28/12	M-F 530-6p		M-F 5:30p-6p	- - W- F - - - -	:30	(\$575.00)	0.00	NM					
		Credited														
	2	WTLV	10/22/12-10/28/12	M-F 530-6p		M-F 5:30p-6p	- - W- F - - - -	:30	(\$575.00)	0.00	NM					
		Credited														
E 15	WTLV	10/26/12	10/29/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	M- - - F - -	:30	2	\$1,000.00	P-1	0.00	NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
	Week:	10/26/12	11/01/12	M- - - F - -		2			\$1,000.00	0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
	1	WTLV	10/26/12-11/01/12	M-F 6-630p		M-F 6p-6:30p	M- - - - F - - - -	:30	(\$1,000.00)	0.00	NM					
		Credited														
	2	WTLV	10/26/12-11/01/12	M-F 6-630p		M-F 6p-6:30p	M- - - - F - - - -	:30	(\$1,000.00)	0.00	NM					
		Credited														
E 16	WTLV	10/23/12	10/24/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	- TW- - - -	:30	2	\$1,000.00	P-1	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
	Week:	10/22/12	10/28/12	- TW- - - -		2			\$1,000.00	0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
	1	WTLV	10/22/12-10/28/12	M-F 7-730p		M-F 7p-7:30p	- TW- - - - - - -	:30	(\$1,000.00)	0.00	NM					
		Credited														
E 17	WTLV	10/25/12	10/29/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	M- - T- - - -	:30	1	\$1,200.00	P-1	0.00	NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
	Week:	10/25/12	10/31/12	M- - T- - - -		1			\$1,200.00	0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
	2	WTLV	10/25/12-10/31/12	M-F 730-8p		M-F 7:30p-8p	M- - Th- - - - -	:30	(\$1,200.00)	0.00	NM					
		Credited														
18	WTLV	10/29/12	10/29/12	Mon Prime Other Mon Prime Special 2+ hour	CM	Various (8:00 PM-10:00 PM)	M- - - - -	:30	1	\$3,000.00	P-1	0.00	NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
	Week:	10/29/12	11/04/12	M- - - - -		1			\$3,000.00	0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
	1	WTLV	10/29/12-11/04/12	Mon Prime Other		Various	(8:00 PM-10:00 PM)	M- - - - - - - -	:30	(\$3,000.00)	0.00	NM				
		Credited														
		[CR]														
19	WTLV	10/23/12	10/26/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	- T- TF- -	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
	Week:	10/22/12	10/28/12	- T- TF- -		3			\$400.00	0.00						
20	WTLV	10/24/12	10/26/12	4:30a-5a M-F 4:30-5a	CM	4:30a-5a	- - W- F - -	:30	2	\$35.00	P-3	0.00	NM	2	\$70.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						

Order / Rev: 711787 - 1
 Alt Order #: 6305315
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Florida Democratic Party
 Product Desc: FL DEM/3 PACK
 Estimate: 584

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	WTLV	10/24/12	10/26/12	4:30a-5a M-F 4:30-5a	CM	4:30a-5a	--W-F--	:30	2	\$35.00	P-3	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W-F--		2				\$35.00		0.00			
E 21	WTLV	10/23/12	10/23/12	Tue Prime A Tue Prime A	CM	Tue 8p-9p	-T-----	:30	1	\$1,500.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-T-----		1				\$1,500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTLV	10/22/12-10/28/12	Tue Prime A		Tue 8p-9p	-T-----	:30		(\$1,500.00)		0.00	NM		
	Credited [CR]														
22	WTLV	10/25/12	10/25/12	Thu Prime C Thu Prime C	CM	Th 10p-11p	---T---	:30	1	\$800.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---T---		1				\$800.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTLV	10/22/12-10/28/12	Thu Prime C		Th 10p-11p	---Th----	:30		(\$800.00)		0.00	NM		
	Credited [CR]														
23	WTLV	10/27/12	10/27/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$175.00		0.00			
24	WTLV	10/27/12	10/28/12	Sa-Su 6-630p Sa-Su 6-6:30pm	CM	Sat-Sun 6p-6:30p	-----SS	:30	2	\$335.00	P-1	0.00	NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----SS		2				\$335.00		0.00			
25	WTLV	10/27/12	10/27/12	PA (Sa) PA (Sa)	CM	Sat 7p-8p	-----S-	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$315.00		0.00			
Totals													49	\$10,640.00	